



100 PERCENTERS ALL

Old Man Quota Sunk for Count; Western Loggers Lead Nation

MONTGOMERY HAS 353 HAYMAKER

Five divisions over quota.

Thirty-one branch managers topping one hundred per cent.

Two divisions hitting two hundred per cent.

Five branch managers more than tripling their quota.

Twelve branch managers doubling their quota.

The entire Pathé sales organization just short of two hundred per cent.

That is taking the half million. Check and double check.

Enthusiasm, determination, leg work, head work and team work.

That was the tidal wave that sent Old Man Quota down in the mill pond for the count of three.

The boys and girls came through for Phil Reisman and again proved with contracts that they are the greatest sales organization in the business. In the memory of the oldest settler, no contest has ever piled up such percentages. One hundred per cent for some branches was considered only a warm up.

And this accomplishment came pretty well toward the end of a selling season. What they will do with that new product that is beginning to roll in from the Coast is everybody's business.

Final telegraphic standing gives Herb MacIntyre's Western loggers the edge, but only Mr. Pathé can be sure of the chickens before they are hatched.

Harry Graham's Scotch clan had to lower their kilts when the Irish got rough in the closing days of the fray.

Ed McEvoy will not pull down any prize for third place, but Ed and his subway circuit managers are entitled to as much or more credit than any outfit in the Boom.

The Lorchmen battled as only the Lorchmen can battle and Wild Bill Callaway's crew gave away first place only after super selling in the other divisions. It is just as well to forget that there was a fourth and fifth place, for they were all winners.

"Monty" Montgomery's Millers rolled up the amazing percentage of 353.80 to lead the branches, but Lou Elman is so close that you've got to have technical training to figure out the difference in percentage points.

Not until the segregation of sales is made can it be determined what branches win the prizes based on sales of the various classes of product. The leading salesmen of the country and the divisions cannot be announced for some time.

The \$250 award is still a deep, dark mystery.

It behooves every Pathé employee outside the sales



They stick together like the Twin Cities. Herb MacIntyre, former Minneapolis Branch Manager and now Chief of the Western Division, rides the All-Pathé contract raft in the Boom and "Monty" Montgomery, a salesman under Herb at Minneapolis and now Branch Manager at that City, brings home the big timber as national champion of the exchanges.

EASTERN DIVISION

Ed McEvoy	196.48	
Branch	Manager	Percentage
Albany	L. Garvey	318.93
Boston	R. C. Cropper	323.97
New Haven	H. Gibbs	238.19
New York	R. S. Wolff	128.82
Philadelphia	Robert Mochrie	242.21
Pittsburgh	A. Goldsmith	202.32
Washington	C. W. Stombaugh	108.85

CENTRAL DIVISION

Harry Graham	214.38	
Buffalo	James Reilly	216.72
Cincinnati	S. Jacques	233.14
Cleveland	O. J. Ruby	178.13
Indianapolis	Harry Graham	232.18
St. Louis	W. E. Branson	244.96

SOUTHERN DIVISION

Bill Callaway	163.82	
Atlanta	H. R. Kistler	225.47
Charlotte	R. C. Price	108.08
Dallas	W. E. Callaway	162.51
Memphis	A. M. Avery	116.86
New Orleans	G. C. Brown	104.16
Oklahoma City	C. W. Allen	214.22

MIDWESTERN DIVISION

Harry Lorch	171.58	
Chicago	J. J. Clarke	115.03
Des Moines	Lou Elman	353.26
Detroit	H. Silverberg	155.48
Kansas City	Ray Nolan	184.09
Milwaukee	T. Greenwood	166.05
Minneapolis	M. E. Montgomery	353.80
Omaha	R. S. Ballantyne	279.63

WESTERN DIVISION

Herb MacIntyre	224.11	
Denver	F. H. Butler	243.80
Los Angeles	J. S. Stout	303.46
Portland	H. L. Percy	116.83
Salt Lake City	A. J. O'Keefe	292.89
San Francisco	M. E. Cory	182.66
Seattle	C. L. Theuerkauf	160.13

force to look over the table on this page and judge for himself the pace he must set to keep up with the procession.

"So we took the million—and the half million."

By the Numbers

Sound News 29

You will go a long way to find a better news reel and then you won't find it.

As they say in the movies, this has everything.

Those who picked up a daily this week must have read about the Irish cabinet crisis. When it's in the headlines it's in the Sound News and at Chicago we see and hear Eamon de Valera talking on the platform of the Fianna Fail party.

And right out of the headlines another world renowned figure—Dr. Eckener, who, at Washington, receives a medal from the National Geographical Society. It's in the air.

Old Boreas opens the machine guns on Chicago and Gene Cour's boys have caught the spectacle of the worst storm in years. And for good measure, the circus coming to town. This is probably the first time a news reel ever caught the peanut grabbers and dry brigade in a howling gale of snow.

San Antonio sends an earful with its donkey show and a little girl owner of one of the Texas jackrabbits is a howl as she describes the pedigree of her mount.

The fireboat flagship of New York, the John Purroy Mitchell, shoots the works from the East river, majestic streams of water reaching up toward the Brooklyn Bridge and the downtown skyscrapers. A thriller.

The King of Denmark at Cannes, France, is on the sidelines watching a battle for the Mediterranean polo cup.

Girls of a Norton, Mass., school do some fancy fencing and then unite to parry against a lone instructor.

Watch the Sound News. Compare it with competitive reels and let your conscience be your guide.

Audio Review No. 15

Have you noticed how those revolving backgrounds heighten your interest like a cannon shot announcing the appearance of a football team as it comes on for the second half?

Dave Oliver escapes uninjured as Japanese actors present an exciting drama at the Booth Theatre, New York. After a few words concerning a fair lady, the players begin to swing what appears to us to be hockey sticks. The party gets rougher and rougher and Dave almost left his camera to dash on the stage and save the heroine. An old Japanese custom that will be appreciated even though not understood.

Ye Olde Newsreel sees Hall and goes him one better.

Terry Ramsaye proves that Pathé News was in the battle five hundred years ago, for in 1321 A.D., we see bold knights jousting in the daytime for Miss France.

Then is solved for all time the question of who really discovered America, for we see Chris Columbus landing and being received by General Liggett and Admiral Rodney.

Ride 'em, cowboy! Paul Revere rides out of a garage on horseback and rouses the farmers in the roadhouses to action, preparing for the shots to be heard 'round the world, or that part of it that had been discovered.

General George Washington, first in the news reel war, reviews the troops at Valley Forge and poses with Marquis de Lafayette. An exclusive.

The Twentieth Century Limited of the Nineteenth Century streams out of New York. Time 1831.

Out of the film archives has come the memorable debate at Galesburg, Ill., between Abe Lincoln and Steve Douglass. This forensic engagement was held in 1858.

Two years later the News cameramen were present when the pony express busted all records for fast transportation from St. Joseph, Mo., to the West Coast. Pathé News prints are shown being put in a saddle pack for even faster transportation to first-run houses in California.

Put this Audio Review down as one of the ten best pictures of the year.

Always Growing

There is a plant in Ray Hall's office that seems to have grown a little every time we swing round that way. Miss Walters, Mr. Hall's secretary, calls it a dracaena plant. Mr. Hall calls it Pathé News because no matter what happens it's always growing.

Hats Off to Salt Lake City Branch; Crew Brings Home Beautiful Trophy



From left to right—Alfred T. Mabey, Booker; E. S. Winward, Asst's Branch Manager; Lois Jensen, Asst's Cashier; Margaret Patrick, Asst's Secy., Salt Lake City Film Board of Trade; G. H. Allen, Branch Cashier; Alfred B. Seal, Secretary Sales; Irene Wilson, Biller; Branch Manager Al O'Keefe; Lt. H. S. Theobald, Salt Lake City Fire Department; Chief Walter S. Knight; Elva Whittle, Mgr.'s and Bookers' Stenographer; Gladys Illingworth, Sales Control Clerk; Ruth Taylor, Inspectress; Ruby Olsen, Inspectress; Carmen Pitkin, Inspectress; Perry B. Brown, Shipping Clerk; D. T. Lane, Secy., S. L. C. Film Board of Trade.

Photograph of the ceremonies which took place at our Salt Lake City Exchange when Chief Knight of the Salt Lake City Fire Department presented to Pathé's local manager, Mr. A. J. O'Keefe, the Conservation Trophy for Good Housekeeping, offered by the Hays Organization for the best Exchange in the United States.

There were other formalities arranged for by the local Secretary of the Film Board of Trade.

On behalf of the Home Office the Sun extends congratulations to Al O'Keefe and to each and every member of the Branch personnel responsible for winning the trophy. The competition was as keen as they come and there was only one Exchange out of a thousand that could win.

"Mr. E. S. Winward, Office Manager, is responsible in a large degree for our success," says Mr. O'Keefe. "Naturally without the full cooperation of everyone in the Branch his efforts would have been in vain, but this co-operation has always been most cheerfully given."

After looking carefully over this crew, we cheerfully admit it's hard to keep an eye on the trophy. Again, congratulations. Congratulations also to Al on the new "Send Phil the Bill" suit.

Pathé Comedies in Class by Themselves

(Letter from Henry Sparks, Grand Theatre, Cooper, Tex.)

The comedy you sent me was a knockout. It was different and what I term classy. I'm frank to admit that Pathé comedies I have used are in a class by themselves.

So I tell you what I'm going to do. I want you to start them regularly beginning Friday, Saturday, March 28-29, and every other Friday and Saturday thereafter until further notice.

In order to do this I'm paying for a one reel act and shelving it.

More Comment on Comedy Than Feature

(Letter from L. E. Goring, Coropolis, Pa.)

Never in the history of this theatre have I had the pleasure of showing patrons of Coropolis a finer comedy than "Rubeville." All my patrons have without exception spoken most highly of the wonderful comedy. More comment has been heard about the comedy than the feature. As we are showing "Chasing Rainbows," which, you will agree, is a good picture, then, for the people to talk about the comedy is certainly SOMETHING.

Educational Films

At School Meeting

Pathé educational films were shown at the annual Convention of Junior High School principals and superintendents, held at New York University last week, resulting in many valuable contacts. 16 mm. and 35 mm. films were run alternately on portable projectors with a daylight screen. Although there was considerable light in the hall, none of the exhibitors used shadow boxes and perfect visibility was secured. The excellent photography of modern films together with daylight screens and the ease of operating 16 mm. projectors have entirely eliminated the problem of showing films in the classroom.

The sound version of "Earthquakes" was run by RCA Portable Photophone during the Convention.

The Spring Tonic

Two correspondents, Fern Emmert, Detroit, and Seline Martin, Charlotte, relay letters from exhibitors who agree with Stan Jacques that "The Grand Parade" is one grand spring tonic.

From W. H. Arthur, Garden Theatre, Marshall, Mich.—

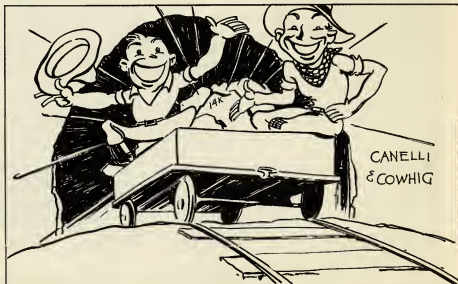
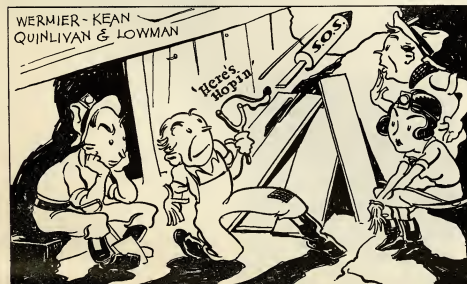
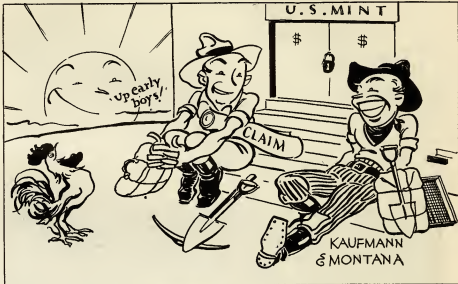
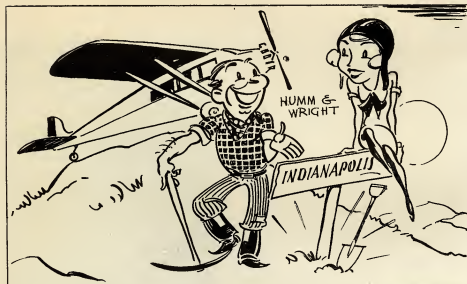
"I opened with THE GRAND PARADE and not only is it a great picture but the best imaginable to show off a new sound equipment."

From Mr. Paul of the Sea Breeze Theatre, Beaufort, N. C.—

"The Grand Parade" is a wonderful picture. It pleased everybody. Some exchanges would call it a road show and it is really better than some. This is the kind that keeps both the exchange and exhibitor in business. Many thanks."

Who said it was in the air!

Kaufmann and Montana Again Lead; New Rush to Gold Bearing Districts



Hank Kaufmann, rough and ready Des Moines prospector, and J. Montana, the Broadway gold digger, were again far ahead in the dash to the ore bearing districts. Hank was assaying at the remarkable figure of 131.29 and Montana panned the gravel for 3.25.

The national results show that time out was taken in a number of sectors, with assays considerably off color.

Ed Ballentine, after looking over the tables, said it was evident from the wide open spaces between the leaders and runners-up that many of the trail blazers were getting a second wind.

Ed is in high hopes that the claim stakers are again in good physical shape for the strenuous going in the last three weeks in the quartz zone.

The Home Office geological specialist expects a new rush this week that will bring the assays up to a more formidable percentage.

Miner Ferrand, Omaha, was the biggest threat to Hank, with a dili-

gent search keeping him second on the Bookers' trail. Laws, of Cincinnati, mushed up from 3 to 3, with Dale, Minneapolis, dropping back from 3 to 3 with his wigwag. Heninger, Portland, rallied from 7 to 5, with Lucky Baldwin, Milwaukee, discovering a new workable placer that sent him from 10 to 6. Duffy, New Orleans, weakened and fell away from the front lines, 4 to 10.

Canelli, New Haven, crashed along the open trail from 26 to 9. Nick Humm and Dorothy Wright, Indianapolis, featured with a night march. Nick cut loose from 18 to 4 and Dorothy went by the sleeping camps from 28 to 7.

The warwhoop of the feminine claud in the stilly and starlight night on the Cashiers' trail. Miss Cooper, Detroit, took the 5-2 route; Miss Sievers, New Orleans, 4-3; Miss Davis, Kansas City, 8 to 4. Kittinger, Washington, moved nearer the mint, with a 7-5 spurt. Cowhig, Cleveland, startled the veterans with a hop from 12 to 6.

Gold Rush Extension—2nd Week Ending March 28th—3 to Go

BOOKERS

Branch	Booker	Percentage
1. Des Moines	H. A. Kaufmann	131.29
2. Omaha	T. Ferrand	96.76
3. Cincinnati	R. O. Laws	95.63
4. Indianapolis	N. Humm	92.51
5. Portland	F. Heninger	88.50
6. Milwaukee	R. J. Baldwin	87.60
7. Albany	R. Struve	87.50
8. Minneapolis	H. S. Dale	86.34
9. New Haven	W. Canelli	85.60
10. New Orleans	J. Duffy	82.99
11. Memphis	N. T. Powers	78.17
12. Pittsburgh	W. Graner	78.06
13. Cleveland	A. F. Brauenig	77.40
14. New York	W. Canelli	76.76
15. Denver	H. P. Anderson	73.20
16. Oklahoma City	W. R. Pittinger	72.67
17. Washington	H. F. Marshall	71.98
18. Seattle	M. Carney	71.72
19. Atlanta	F. L. Siove	71.23
20. Salt Lake City	E. S. Winward	71.00
21. Kansas City	James Lewis	70.43
22. Buffalo	A. Teschemacher	68.94
23. San Francisco	H. M. Hollandsworth	67.76
24. Detroit	E. D. Loye	67.16
25. Boston	F. J. Wolf	62.44
26. St. Louis	R. G. Mortensen	61.83
27. Charlotte	R. S. Beicham	57.22
28. Chicago	W. R. Drake	57.13
29. Los Angeles	M. Hossfeld	56.78
30. Philadelphia	W. J. Quinlivan	56.56
31. Dallas	Ralph F. Lowman	54.65

CASHIERS

Branch	Cashier	Increase of %	Decrease of %
1. New York	J. Montana	3.25	
2. Detroit	Miss G. Cooper	.57	
3. New Orleans	Miss Julia Sievers	.53	
4. Kansas City	Miss N. E. Davis	.49	
5. Washington	N. E. Kittinger	.39	
6. Cleveland	D. B. Cowhig	.38	
7. Indianapolis	Miss D. Wright	.33	
8. Milwaukee	J. E. White	.31	
9. Los Angeles	Miss E. Escher	.30	
10. San Francisco	Harry M. Ludwig	.26	
11. Atlanta	Miss M. Jeffries	.25	
12. Salt Lake City	G. H. Allen	.19	
13. Charlotte	R. D. Williamson	.09	
14. Omaha	Miss M. Carville	.08	
15. Des Moines	Miss Rose M. Browder	.04	
16. Portland	James Stapleton	.01	
17. Dallas	Miss Mayme Smith		.02
18. Denver	*Miss M. Soran		.02
19. Memphis	*W. G. Taylor		.02
20. Chicago	Mrs. L. Kelgard		.10
21. Minneapolis	Miss E. Benson		.17
22. Albany	*Miss W. Wenzel		.30
23. Boston	*D. W. Grover		.30
24. Seattle	Mrs. H. E. Sarles		.24
25. Oklahoma City	Mrs. Neil Marsh		.36
26. Cincinnati	T. F. Holden		.58
27. New Haven	*Miss A. Danzillo		.63
28. Philadelphia	T. H. Lark		.81
29. Buffalo	C. Ross		.94
30. Pittsburgh	Miss Kathryn Kean		1.07
31. St. Louis	H. F. Wermeler		1.86

*Tied.

AS USUAL, AUDIO REVIEW PLAYS FIRST FIDDLE—\$500,000 WORTH

By Joseph O'Sullivan

A half million dollars worth of fiddles is a lot of fiddles in any language. But a half-million in Cremona violins and violincellos does not begin to approximate the value of the instruments of Stradivarius, Guarnerius, Amati, Goffriller, Bergonzi, and other old Italian master craftsmen of more than two hundred years ago, still extant.

However, \$500,000 worth of wood and catgut is not to be despised. It represents, in money terms, the worth of ten rare old violins and six equally rare old violincellos which are demonstrated in a Pathe Audio Review subject.



J. C. Freeman, curator of the collection, and cellos valued at six figures. They represent the most expensive scenery ever juggled by Tommy Hogan.

These instruments are the gems of the collection owned by the Wurlitzer Company of New York, through whose cooperation the Audio Review was enabled to present them, visually and tonally, on the audible screen.

Terry Ramsaye, Editor in Chief of Audio Review, is responsible for this significant demonstration of the work of the old Cremona craftsmen. Having accepted the responsibility of recording for posterity the exquisite voices that have thrilled the world for more than two centuries when evoked by such virtuosos as Paganini, Wilhelmj, Vieuxtemps, Ysaye, Kreisler, Heifetz, and other masters, the mentor of the Audio Review took extraordinary precautions to guard against loss of, or injury to, these precious instruments.

An insurance policy of \$500,000 was taken out by Pathe on the collection of violins and cellos. They were then put in an armored car which, accompanied by a guard of six armed men on motorcycles, proceeded from the Wurlitzer headquarters in New York City to the Audio Review Studio in Long Island City.

There the Curator of the collection, Mr. J. C. Freeman, took his stand before the "mike," surrounded by the masterpieces

of Amati, Stradivarius, Guarnerius, Bergonzi, Goffriller, Guadagnini, and told the romantic story of their origin and cited the famous violinists of the past two centuries who had thrilled the world with their performances on the finest handicraft of the old Cremona artisans.

An audible demonstration of the tonal quality of the instruments was given by Benno Rabinof, violinist, and Naoum Ben-

dzitz, violincellist, the former playing the old Londonderry Air arranged by Fritz Kreisler, and the latter Schumann's Trauermelod.

If Antonius Stradivarius, that strange genius of Cremona, Italy, who labored so fruitfully from his youth to the mature age of ninety-three in order that the world might be the richer in tonality, could have returned for a terrestrial visit from the Valhalla of Musical Gods, and drifted into the Audio Review studio, it is safe to say that the Old Master would have taken an intense interest in the process whereby the voices of his children were being recorded—flawlessly and for the public of future generations to enjoy—on photofilm.

As Mr. Rabinof played on the Stradivarius violin known as "The Dancla," a perfect example of one of the best years



Bennditzky playing Schumann's TRAUEMEREL on a Matteo Goffriller, violin cello. You can pick one like this up—and when you do, be careful—for a mere \$18,000.



Rabinof playing on a Stradivarius the purchase of which we advise to be on the installment plan. Total payment \$45,000.

of Stradivari's life, old Tony would have marvelled as much at the tremendous increase in value of his handiwork as he undoubtedly would at the miracle of twentieth century sound on film. Today that old violin of Tony's is worth no less than \$45,000, or 1,000,000 lire in Italian money!

If Matteo Goffriller, second only to Stradivarius as the best maker of violincellos among the Italian craftsmen of the eighteenth century, could have accompanied the Sage of Cremona in his earthly peregrination to the sound studio and heard Mr. Bennditzky record Schumann's Trauermelod before the "mike," Mat would be as awe-struck as Tony himself. Mat would also ponder over the fact that the cello he sold for a few hundred lire was

now worth \$18,000—or approximately 400,000 Italian lire at the present rate of exchange!

As neither Tony Stradivarius nor Mat Goffriller put in an appearance at this memorable event, Tom Hogan of Audio Review staff conducted the proceedings on his own hook, and the result will be heard and seen in a forthcoming issue of Pathe Audio Review.

A cool \$500,000 worth of rare old violins will be seen and heard in this subject—which is a lot of fiddles—and money—in any language.



Mr. Freeman displaying "The Swan." It would take Babe Ruth's earning power for practically the entire season to add this one to his souvenir collection. Value \$75,000.

New Method of Handling Story Material Evolved by Mr. Derr

Not only has Pathe built up its story department by signing more than a score of recognized screen writers and playwrights to prepare the thirty special features on its new program, but an entirely new method of handling all story material has been evolved by E. B. Derr, executive vice president in charge of production.

By a series of carefully planned and thoroughly executed preparatory steps, the story is turned into scenario form so that when the director finally okays it for production, he will have the assurance that he need have no worry over changes, eliminations or additions to his script and may film it exactly as it is written.

The story or play is first turned over to an experienced narrative writer who prepares a treatment of it in approximately 2000 words. This tells the story in chronological order, at the same time carefully accentuating its highlights. This treatment is turned over to a playwright and a

motion picture scenario writer who work together in preparing the scenario.

When they are satisfied with their job, the director and the narrative writer are called in and the four work out a script which must entirely satisfy the director. The latter is then expected to make any changes before he starts production and not afterwards.

This scenario is then turned over to an expert motion picture technician whose job it is to see that the picture will not run too long or too short and that no scene or bit of action is impossible to film as it is written. As a concluding step, the completed scenario goes to Eugene Walter, Pathe's dialogue editor, who is the final authority on all scripts.

Another unique step employed by Pathe in bringing its stories to the screen is seen in the system of having the playwright work on the set with the director through the entire production, from the good old-fashioned play-reading before actual filming starts to the final editing.

Two-Color 12-Page Press Book

Combining beauty, color, utility and real service to picture showmen, the press sheet prepared for the exploitation of Pathe's dramatic circus production, "Swing High," is one of the largest and nastiest ever compiled on any picture since the inauguration of the era of dialogue and sound. The press sheet is of twelve pages, newspaper size, in red, blue, green and white and with its various features compiled under the direction of G. R. O'Neill by Charles K. Ulrich, Manny Lee, of the Advertising Department and Ted Jaediker, chief of the Art Department, and a corps of capable assistants. It is ornate, tasty and artistic throughout.

The front cover is in red, blue and black and aside from a female swinging from a trapeze and a "V" shaped circus parade scene, it bears only the title, "Swing High." The back cover, with a similar color scheme, displays two 24-sheets, a 6-sheet and other finely executed posters with titles and figures in white on a blue background. Pictures of the sixteen stage and screen notables comprising the cast of "Swing High," on a beautiful crimson background, under the title, "16 Sparkling Satellites of the Stage and Screen in a Monumental Musical Orgy of Circus Life and Thrills," are strikingly displayed on the inside front cover. Other posters and features are smashing displayed in color on the inside back cover.

The eight inside pages are embellished with sidestrips, full column length, neatly drawn in circus design appropriate to the theme of the picture, and many of the headlines are in color. Aside from its utility in supplying publicity and illustrated exploitation material of genuine service to showmen, it is a serviceable sales manual for salesmen in that the big features of the production are strikingly displayed. There is a wealth of suitably headed publicity stories, striking catchlines, newspaper reviews, practical exploitation suggestions, advertising and scene cuts of all sizes in vast variety, cartoons and valuable information for showmen, designed to aid them in their exploitation of the picture.

Every picture showman who obtains a copy of this exceptionally fine press sheet will readily admit that "Swing High" bears all the earmarks of being not only a work of art but a real money-maker as well. It is a love romance of two circus folk in 1873, and aside from its dramatic interest as a story directed by Joseph Santley under the supervision of E. B. Derr, it has every element that goes for genuine screen entertainment. The press sheet emphasizes these various points to the full, and it should be another feather in the caps of Messrs. Ulrich, Lee and Jaediker, its sponsors.

The book will go to the presses of the Western Newspaper Union next week.

A Wide Diversity in April Comedies

A wide diversity of screen humor is offered in the Western, Mystery, Dialect and Revue comedies for April release. Headlining in this array of fun and tunes are Al Shean, Si Wills, Bob Carney, Evelyn Knapp, Harry McNaughton, George McKay, Lester Dorr, Omar Glover, while Eddie Elkins and his orchestra provide most of the music and several dancing troupe supply the famous Pathe Pretty element.

The Pathe April comedies and release dates are: "A Perfect Match," April 6; "Ride 'Em Cowboy," April 13; "Sixteen Sweeties," April 20; "Chills and Fever," April 27.

"A Perfect Match," a dialect comedy released April 6, which features Paul Baron, George Mayo, Ann Butler and Clara Langsner was written by Sam M. Lewis and Joe Young and directed and produced by George LeMaire. The story relates the marriage of a nervy bridegroom who, although he has never worked a day in his life, borrows his friend's apartment and holds the celebration there. The various guests toast the young couple and otherwise entertain, but when the truth comes out that hubby is jobless, the new wife ups and leaves him flat.

"Ride 'Em Cowboy," a Western comedy, released April 13, which features Thelma White, Lester Dorr, Bobby Carney, Omar Glover and Eddie Elkins and Orchestra was written by Luther Yantis and directed by Arch B. Heath. The story relates the adventures of a tenderfoot who goes to a ranch for his health. He enters a broncho busting contest, the winner of which is to be made superintendent of the ranch. Even more attractive than the prize is the promise that the beautiful daughter of the ranch owner will marry the champion rider. The girl takes a shine to the tenderfoot and even though the villain is the better rider she broadcasts the riding event giving all honors to the tenderfoot, but he spills the beans shortly after by dragging in the saddle and complaining that he can't even get it on the broncho.

Does It Again!

What further recommendation could anyone ask for on a short subject than playing time of 158 days that Bob Wolff secured on the Low Circuit on "Dear Old School Days"? Phenomenal! Colossal! An achievement!

And no less than following the Broadway run at the Globe Theatre on this same Fable, week of March 28th.

CHECK AND DOUBLE CHECK!!

And what do you think of this—two comedies in the Colony Theatre on the same bill, week of March 28th—"D a r k t o w n Follies" and "Love, Honor and Oh! Baby!"

CHECK AND DOUBLE CHECK!! What a proposition!

—THE SCOUT

"Sixteen Sweeties," a revue comedy released April 20 which features Thelma White, Bob Carney, Si Wills, Harry McNaughton, George McKay and Eddie Elkins and Orchestra, was written, produced and directed by Harry Delmar. This is a novelty attraction giving the theatre spectator a front row seat while a dazzling revue of songs and girls is presented with Harry McNaughton, popular Broadwayite, as master of ceremonies. Thelma White as the featured prima donna and Eddie Elkins and his Orchestra provide the music.

"Chills and Fever," a mystery comedy released April 27 which features Al Shean and Evelyn Knapp, was written and directed by Arch B. Heath. An amateur theatrical society takes refuge in a deserted hunting lodge to carry on rehearsals for a mystery play in peace and quiet. While they are rehearsing, an old couple, relatives of one of the troupe, also take refuge in the lodge when their car breaks down in the rain. Their niece upon recognizing them persuades the others to go through the play in such a way that the old couple think the house is haunted. But they reveal their identity before things go too far.

25,000 Retailers Reached by Pathe Tie-Up on Branko Acrobat Toy for "Swing High"



An international merchandizing tie-up on "Swing High" whereby a special Branko mechanical "Swing High" acrobat is being manufactured by the Katagari Corporation will reach some twenty-five thousand retail stores including such nationally known institutions as John Wanamaker's, Gimble's, B. Altman and Company, Marshall Field and Company, Sears, Roebuck, etc., in the larger cities, and the big chain organizations such as Schulte-United Stores, F. & W. Grand, etc., and department, novelty and drug stores in every city where there is a theatre.

Through this tie-up on the acrobatic toy which features a doll on a swinging trapeze simulating the thrill moment of the talkie, exhibitors are assured of intensive exploitation including window displays, streamers, special boxes, snipes and stickers all carrying the slogan—"Swing High with Branko." The window display material also includes special circus scene stills featuring the names of the entire stellar cast.

All details of the tie-up and its local application is amply covered in the Pathe press book on the circus picture.

Joe Rivkin, the big authority on toys, has worked hard to put over this far-reaching exploitation tie-up and every branch should swing into line in getting great results.

The Branko "Swing High" acrobat has been shipped to the exchanges and with the new boxes and cutters arranged for, exhibitors are going to be interested in talking business on "Swing High." THIS IS A REAL TOY-UP.

Golf and Hunting

Following the thrilling Sportlight, "Spills and Thrills," which has to do with outdoor racing off the Florida coast, an unusual picture of quail and turkey hunting titled "Crack Hunters" and a golf picture titled "Fairway Golfers" will be the next Grantland Rice Sportlights.

In the latter picture theatre-goers will have the treat of seeing Alex Morrison, Glenna Collett and Bob Farrel in action and will hear and see the ever humorous Gabe Goldberg playing and talking his golf.

Marvelous Book

Branch Manager Ray Nolan, Kansas City, has written to Phil Reisman about the Comedy Announcement. He says—

"Please let me express our hearty congratulations on the preparation of the marvelous Group 2 comedy announcement.

"The salesman who couldn't sell Group 2 using this book would have to be tongue-tied."

The Giant Killer



In Monday morning's fan mail, a photo of Jack Roper, the Des Moines giant killer. Jack is a newcomer to Pathe ranks but he started right by landing in the big money on the Strafe, third place. When he does get going, hey, hey!

Los Angeles Proud of Comedy Announcement; Booker Baker Makes a Unique Window Display

By LUCILLE COOPER

Our Comedy Booker, Mr. Carl Bryant, has just decorated our front windows, utilizing the new Comedy Campaign Book in a very effective manner by using black and red crepe paper as a floor covering and background and also covered 22x28 frames, using the same color scheme as a background with one of the comedy books placed diagonally in the center. In the smaller window there is a display on Pathe shorts with a large board showing raised figures of characters in Topics of the Day, Sportlights, etc., and the color scheme in this window is green. On the floor of the window is arranged a deck of cards, various sizes and types of dice (some showing evidence of previous hand usage), also a put and take top, a rabbit's foot and various other trinkets. In this window is also placed cards warning the exhibitor not to trust to "Lady Luck" but to bet on a sure thing. One card reads: "DON'T GAMBLE—USE PATHE SHORTS," and the other, "CINCH BET—PATHE SHORTS."

These windows have caused quite a commotion on the row by the fact that in the basement is placed a non-synchronizing machine upon which a laughing record is played at intervals and the sound emitted through an iron grille under the window. Not only have many exhibitors complimented Mr. Bryant on his window but many of the competitive organizations are endeavoring to imitate the display.

"This Thing Called Love"

The Orpheum was quite fortunate in booking "This Thing Called Love" for the week's screen attraction. It is one of those quiet sort of films that goes its way without uproar or theme song, and which ends sensibly, leaving a pleasant memory with an audience.

MEMPHIS EVENING APPEAL

"The Grand Parade"

Seldom have the sister arts of drama and music been so successfully blended together in a motion picture as in "The Grand Parade," which vividly recalls those minstrel days that are gone but not forgotten. As a drama alone, "The Grand Parade" would be effective.

CINCINNATI ENQUIRER

As a minstrel show "The Grand Parade" is all that could be desired. It has tingling tunes, mirth and humor, and a chorus of male voices that seldom has been surpassed in audible pictures. But it is something more than a minstrel show; it is tense, gripping drama which germinates among the glamorous settings of old-time minstrelsy. So compelling is its action that it almost makes one forget the melodious tunes and merry jingles of the minstrels.

CINCINNATI TIMES-STAR

"Officer O'Brien"

The picture is unusually interesting and its drama well set forth.

GENEVIEVE HARRIS IN
CHICAGO EVENING POST

An effective thriller, with a nice blend of the elements that make for popular appeal.

SEATTLE POST INTELLIGENCER

Provides suspense, thrills, and tugs at the heart. Also, it is well acted.

SEATTLE TIMES

Bill Boyd appears to better advantage in "Officer O'Brien" which is a vivid and mellow melodrama.

PORTLAND MORNING OREGONIAN

"Rich People"

(Three stars) Constance Bennett proves herself again a most capable and lovely actress. Regis Toomey is very real as Jeff. Nevertheless, it was pretty hard to pick him for the winner. I really like Robert Ames, who plays the rich suitor, a little too well, I guess. There's a very amusing brideless wedding here. And a lot of champagne.

DORIS ARDEN IN CHICAGO ILLUSTRATED TIMES

A very nice picture, indeed, with many laughs, much good acting, and much intelligent direction.

CLARK RODENBACH IN CHICAGO DAILY NEWS

Connie Bennett is one of the talking screen's most delightful ornaments. Without being really pretty, she is so fascinating and smart that she makes merely sweet and beautiful young things seem overly bland. And she wears clothes as nobody, even Gloria Swanson, ever has before. . . . This is smart fare, brilliantly acted and lavishly set.

CAROL FRINK IN CHICAGO HERALD AND EXAMINER

It's the kind of picture that sends one home happy, to dream pleasant dreams of gay romance. . . . What a treat it is to find a favorite of the silent screen who can step out of retirement into the hearts of her public once more, and that in a medium brought to its present state of perfection since that public knew her. This beautiful daughter of the stage favorite, Richard Bennett, and sister of the equally liked film beauty, Joan, has a delightful voice and a personality that wins one instantly.

OREGON JOURNAL, PORTLAND

Solid Pathé

STATE THEATRE

Program for Week of March 21th.

MONDAY AND TUESDAY
EDDIE QUILLAN—SALLY O'NEILL

"THE SOPHOMORE"
The Greatest College Picture Ever Filmed.
All Talking

WEDNESDAY AND THURSDAY
OH YEAH!

All Talking Railroad Drama

FRIDAY—SATURDAY
WILLIAM BOYD

"HIS FIRST COMMAND"
All Talking, All Thrilling
Colorful Military Love Romance

MIDNIGHT SHOW SATURDAY 10 P. M.
EDMOND LOWE, Star of the Cook Eyed World, and CONSTANCE BENNETT

"THIS THING CALLED LOVE"
All Talking, Singing, Love Romance

An idea of the distribution Guy Brown, New Orleans Branch Manager, is getting from the State Theatre, Bogalusa, La., Solid Pathé for the week of March 24th. This theatre is also using two issues of the News, the Audio Review, two-reel comedies and Mr. Brown has just closed for Fables.

For Mother's Day From FILM DAILY

For Mother's Day programs, during the first week in May, Van Beuren has produced for Pathé release "Songs of Mother," containing five songs that are appropriate for the occasion. Pathé Audio Review No. 11 has a unit, "Home Sweet Home," also well suited to Mother's Day bills.

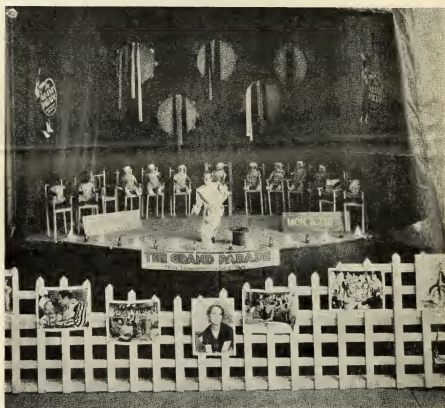
Western Melodrama In Cartoon Form

The Aesop Fables crew under the leadership of John Foster are working day and night with an augmented staff of animators, cameramen, song and dance gag men and musicians to complete the production of an old-time western melodramatic thriller, which is to be shown immediately upon completion in one of the leading Broadway first-run theatres.

The story, which is an adaptation of a famous western super production, will have its full quota of badmen, cowboys, and the never-to-be-forgotten "Last Chance" saloon, with its dancing girls and gamblers in full swing. The cabaret scene is said to be the biggest thing in the way of animated cartoon production yet attempted and is made possible only by the new patented process of synchronization. It permits comical effects, singing and dialogue to be added to the pictorial action with any number of characters at the same time.

"Western Whoopee" is the title and it promises to be all of that!

Minstrel Stage Setting Exploits "Grand Parade"



A great deal of attention has been attracted by the clever little stage setting for a minstrel performance that appeared in the lobby of the Majestic Theatre, Burlington, Vt., in connection with the showing of "The Grand Parade."

On the miniature stage Christmas tree lights formed the footlights and blue and orange striped burlap was used for the scenery. In the minstrel circle on the doll chairs were seated twelve minstrel dolls, attired in characteristic costumes, with the stove pipe hats associated with real minstrels.

Telling All the People All the Time



The Smoot Amusement Company, owners of the Lincoln Theatre, Parkersburg, Pa., tells all the people all the time and above is a sample of the manner in which they got behind "The Grand Parade."



A radical movement in India as portrayed in "Streets of Mystery."

Vagabond Adventure Series

Stills that picture the thrills of the far places as brought to the screen in the sensational Pathé-Van Beuren one-reel features.



"The Golden Pagoda"—Interior view of the small Shrines surrounding the great Golden Pagoda, the Swi Dagon in Rangoon, Burma.

"The Golden Pagoda" Opens at Seattle

A telegram from Branch Manager C. L. Theuerkauf to Phil Reisman—
GOLDEN PAGODA FIRST ONE VAGABOND SERIES OPENED FOX FIFTH AVENUE THEATRE SEATTLE THURSDAY IT POSITIVELY RECEIVING UNANIMOUS APPROVAL AT EVERY PERFORMANCE AT END OF REEL SPONTANEOUS APPLAUSE EVERY SHOW IF BALANCE EQUALLY AS GOOD SHOULD BE MOST SUCCESSFUL SINGLE REEL SERIALS EVER PRODUCED.

"Streets of Mystery" Previewed at Los Angeles

And from Jesse J. Goldburg, now at Los Angeles, to Phil Reisman—
JUST PREVIEWED STREETS OF MYSTERY SECOND VAGABOND ADVENTURE PICTURE STOP AUDIENCE REACTION TREMENDOUS STOP PRODUCTION IS THE MOST INTERESTING REEL EVER MADE WITH SOUND AND EXCEEDS THE HIGH STANDARD ALREADY SET BY THE GOLDEN PAGODA STOP STARTED SHOOTING THIRD SUBJECT THE GLACIERS SECRET STOP AFTER LAYING OUT PRODUCTION PLANS FOR THE FIRST THIRTEEN RELEASES AND SCREENING THE MATERIAL I KNOW THAT THIS NEW SERIES WILL MAINTAIN PATHE'S REPUTATION AS THE HOUSE OF HITS.



Many of the inhabitants of this floating city of the Far East never set foot on land. Here Tom Terris had one of his most thrilling adventures.



"The Golden Pagoda"—The public laundry of Rangoon, Burma. The ladies do most of the work while papa plays. They wet the clothes, slap them down on the cement. The force of the blow splashes water and dirt in all directions.

Titles of First 13

"THE GOLDEN PAGODA"
(locale India)

"STREETS OF MYSTERY"
(locale India)

"THE GLACIER'S SECRET"
(locale South Pole)

"THE LAIR OF CHANG-OW"
(locale China)

"THE CAT GODDESS"
(locale Anghor)

"SACRED FIRES"
(locale Benares)

"VALLEY OF THE KINGS"
(locale Egypt)

"SATANS PIT"
(locale Volcanos of White Islands)

"JUNGLE FURY"
(locale Rangoon)

"THE LOTUS DREAM"
(locale Hong Kong)

"LOVE THAT KILLS"
(locale Malay Forest)

"DRUMS OF DESIRE"
(locale New Guinea)

"THE FORBIDDEN SHRINE"
(locale Arabia)



Away from riot and revolution in a peaceful village of India. The cows are turning a grain grinding machine.



"The Glacier's Secret"—The crew watching Tom Terris making one of his high climbs in the Alps of the South Pole, on the great Tasman Glacier.



The strange devil box of the white man was a thing of never ending interest to the natives of the different countries in which Tom Terris met with adventure. This is a village along the Ganges.



The poor being fed by the rich. His Highness Maharaja Sindia in charge of the distribution of food to 28,000, all classes of Maharattas.



Branch Standing—Film-Accessory Billings to Quota—Week Ending March 28, 1930

The CONQUEROR

1. Eastern -----	E. L. McEvoy -----	43.6	
Stand- ing	Branch	Manager	Per Cent
2. Western -----	J. H. MacIntyre-----	42.7	
3. Midwestern -----	H. S. Lorch -----	39.4	
4. Central -----	H. D. Graham -----	38.7	

The FEARLESS FOUR

Stand- ing	Branch	Manager	Per Cent
1.	San Francisco	L. R. Smith	53.9
2.	Philadelphia	J. Salerni	53.1
3.	Washington	M. A. Whittington	51.4
4.	Des Moines	M. Burckhalter	49.6
5.	Southern	W. E. Callaway	38.2

The PIONEERS

5. Boston	Max Magovsky	48.3
6. Oklahoma City	W. Richardson	46.2
7. Omaha	H. Gossick	46.0
8. Seattle	A. Rorstrom	45.0
9. Milwaukee	C. Wellnitz	43.6
10. Salt Lake City	A. B. Seal	43.3
11. Kansas City	S. T. Black	43.2
12. Detroit	S. Howe	41.5
13. Cincinnati	J. McDonald	41.1

The SHAKIES

14. Albany	S. Abramson	39.3
15. Indianapolis	P. Cassell	39.3
16. Memphis	L. B. Miller	39.2
17. New Orleans	C. Moldon	39.1
18. Buffalo	J. Rubach	38.8
19. Pittsburgh	J. Weyrauch	38.6
20. Denver	G. Orr	38.4

TENDERFOOTS

Stand- ing	Branch	Accessory Salesman	Per Cent
21.	Cleveland	Edna Tift	38.2
22.	Atlanta	H. S. Godfrey	38.2
23.	Los Angeles	H. Calkins	37.7
24.	Portland	J. Griffith	37.4
25.	New Haven	Neil Shay	35.9
26.	Dallas	E. Cook	35.6
27.	Minneapolis	B. E. Cuffel	35.3
28.	St. Louis	C. J. Pasek	34.3
29.	New York	J. Katzoff	33.0

The TIMID TWO

30. Charlotte	I. C. Sweatt	32.5
31. Chicago	G. Pratt	28.7

The TWO-GUNNERS

Stand- ing	Division	Manager	Per Cent
2.	Seattle	C. L. Theuerkauf	72.7
3.	Milwaukee	T. Greenwood	74.9
4.	Albany	L. Garvey	72.5
5.	Portland	H. L. Percy	70.1
6.	Minneapolis	M. E. Montgomery	66.3
7.	Indianapolis	Harry Graham	66.2
8.	Los Angeles	J. S. Stout	65.5
9.	Oklahoma City	C. W. Allen	65.2
10.	San Francisco	M. E. Cory	63.8
11.	Boston	R. C. Cropper	63.3
12.	Detroit	Harris Silverberg	63.1
13.	Pittsburgh	A. Goldsmith	61.5
14.	Cincinnati	S. C. Jacques	60.6

The WANDERERS

15. New York	R. S. Wolf	60.5
16. Denver	F. H. Butler	60.5
17. Washington	C. W. Stombaugh	60.1
18. New Haven	H. Gibbs	60.1
19. Omaha	F. S. Balmonte	59.7
20. Philadelphia	Robert Mochrie	58.9
21. Buffalo	James Reilly	58.4
22. St. Louis	W. B. Brown	58.3
23. Dallas	W. E. Callaway	57.3

Branch Standing—Accessory Billings to Quota—Week Ending March 28, 1930

Stand- ing	Division	Manager	Per Cent
1.	Western	J. H. MacIntyre	65.0
2.	Eastern	E. L. McEvoy	61.3
3.	Midwestern	H. S. Lorch	60.9
4.	Central	H. D. Graham	58.9
5.	Southern	W. E. Callaway	56.9

The BULLDOGS

Stand- ing	Branch	Accessory Salesman	Per Cent
1.	Des Moines	Lou Elman	80.6

The HANGERS-ON

24. Atlanta	H. R. Kistler	57.2
25. New Orleans	G. C. Brown	56.5
26. Memphis	A. M. Avery	56.0
27. Kansas City	Ray Nolan	55.6
28. Salt Lake City	A. J. O'Keefe	55.3
29. Chicago	J. J. Clarke	52.7

HORS DE COMBAT

30. Cleveland	O. J. Ruby	52.5
31. Charlotte	R. C. Price	49.2

Salesmen's Standing—Film Accessory Billings to Quota

The TRAIL BLAZER

Stand- ing	Salesman	Block	Branch	Per Cent
1	N. Sandler	B	Des Moines	84.3

The ADVANCE GUARD

2. J. Raper	A.	Des Moines	82.1
3. W. A. Crank	C.	Seattle	81.3
4. S. E. Chapman	D.	Milwaukee	81.1
5. N. Ehrlich	D.	Pittsburgh	79.5
6. G. Levy	A.	Indianapolis	78.6
7. E. Ginzburg	C.	Philadelphia	77.3
8. A. Gollorou	A & B.	Seattle	76.3
9. W. S. Altland	A.	Milwaukee	76.1
10. B. Reisman	D.	Los Angeles	76.0
11. H. Vaughn	B.	Portland	75.4
12. J. C. Finter	C.	Des Moines	75.3
13. W. L. Rose	A.	Albany	74.2
14. M. Feltman	C & D.	New York	73.9
15. A. W. Carrick	B.	Indianapolis	73.2
16. Sidney Schuster	B.	Milwaukee	72.1

The LION HEARTED

17. F. G. Ross	A.	Boston	71.5
18. J. W. Davis	C.	Oklahoma City	69.8
19. F. M. Blake	C.	Portland	69.5
20. Fred Bonnem	D.	Detroit	69.2
21. C. F. Kenneth	G.	New York	67.7
22. H. Carney	B.	San Francisco	67.7
23. H. S. Dale	D.	Minneapolis	66.7
24. C. E. Runkle	C.	Detroit	66.5
25. M. Westerbe	B.	New York	66.4
26. C. Anthony	B.	Buffalo	66.2
27. J. Jennings	C.	Boston	65.1
28. Jack Brainard	A.	Oklahoma City	64.2
29. J. Dickson	B.	Salt Lake City	64.1
30. Paul Fielding	B.	Oklahoma City	64.0
31. N. Levene, Jr.	A.	Cincinnati	63.9
32. H. R. Callaway	C.	Cincinnati	63.6
33. F. Bateman	C.	Los Angeles	63.2

The HALF-WAYS

37. J. J. Felder	B.	New York	62.8
38. J. Krause	C.	Buffalo	62.7
39. S. T. Wilson	A.	Atlanta	62.5
40. Jack Erickson	C.	San Francisco	61.6
41. W. McDonald	D.	Denver	61.0
42. G. Collins	A.	Pittsburgh	60.9
43. E. W. Grover	A.	Washington	60.8
44. O. K. Bourgeois	B.	Atlanta	60.8
45. Fred Strubank	B.	Detroit	60.5
46. S. A. Stant	D.	Washington	60.3
47. S. A. Tate	C.	Washington	60.3
48. C. R. Palmer	B.	Cincinnati	60.0
49. Jack Rue	B.	San Francisco	60.0
50. C. Keenan	B.	Philadelphia	59.8
51. H. F. Cohen	C.	New Orleans	59.8
52. J. L. Whittle	B.	Washington	59.8
53. H. D. Wilson	E.	Boston	59.4
54. H. J. Devlin	B.	Minneapolis	59.4
55. C. A. Molte	C.	Cincinnati	59.0

UNSTEADY

56. L. A. LaPlante	C.	St. Louis	58.6
57. R. E. Pfeiffer	B.	New Orleans	58.6
58. R. R. Thompson	D.	Kansas City	58.6
59. S. Whitehead	B.	Los Angeles	58.5
60. S. W. Winters	C.	Minneapolis	58.1
61. S. Leiko	D.	Philadelphia	58.0
62. J. Greig	B.	Minneapolis	57.9
63. M. M. Ames	B.	Boston	57.6
64. N. Furst	A.	New Haven	57.6
65. B. A. Wallace	C.	Atlanta	57.6
66. J. Noehrn	B.	St. Louis	57.5
67. J. F. Woodward	B.	Chicago	57.5
68. A. Chapman	A.	Detroit	57.5
69. R. E. Bishop	A.	St. Louis	57.1

The SUN DODGERS

73. A. Sugarman	E.	Cincinnati	56.0
74. D. T. McElhinney	C.	Salt Lake City	55.6
75. W. B. Wesley	C.	Dallas	55.4
76. H. Warren	D.	Boston	55.1
77. E. Carroll	E.	New York	54.7
78. M. C. White	A.	Memphis	54.3
79. M. Meyers	B.	Kansas City	54.3
80. C. F. Cook	B.	Omaha	53.9
81. M. Steinberg	C.	Pittsburgh	53.5
82. E. L. Dyson	E.	Kansas City	52.5
83. H. S. Laws	E.	Cleveland	52.3
84. L. E. Hoss	A.	Salt Lake City	52.0
85. S. Decker	F.	Chicago	51.9
86. D. Madison	E.	Philadelphia	51.5
87. W. F. Lenehan	A.	Charlotte	51.4
88. C. R. Lundgren	E.	Chicago	50.7

The PUSSYFOOTS

89. W. H. Windsor	D.	Cleveland	50.1
90. C. Filkins	A.	Chicago	50.0
91. H. G. Krumm	B.	Dallas	49.5
92. W. B. Renfree	A.	Dallas	48.2
93. M. J. Glick	A.	Philadelphia	47.7
94. R. W. McEwan	C.	Omaha	47.5
95. R. B. Beacham	D.	Atlanta	47.3
96. O. B. R.	A.	Philadelphia	47.2
97. R. S. Mitchell	B.	Charlotte	46.1
98. J. R. Dacey	A.	New York	43.9

The WEARY WILLIE

99. T. E. Delaney	C.	Chicago	35.1
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"GRAND PARADE" BIG IN LONDON "King of Kings" Is Ready to Clean Up in Mexico

"The Grand Parade," trade shown in London three weeks ago, has come in for a large amount of praise in the reviews of the British trade papers, and it is expected that the public will eat it up when it is released shortly, what with the tremendous appeal of the picture and the intensive advertising and publicity campaign designed to put it over.

Tie-ups have been arranged with the music publishers; the Columbia Gramophone Company; the Broadcasting Company and the principal dance halls to popularize the song hits simultaneously with the West End presentation of the picture (equivalent to a Broadway run) which will be held at an early date.

Following the trade show, the DAILY FILM RENTER said: "Helen Twelvethers as Molly gives a performance which places her high up among the stars. . . ."

Altogether a deeply appealing picture, and one which no showman who knows his box-office can afford to ignore."

FROM TODAY'S CINEMA: "Appealing story . . . sustained emotional situations . . . Powerful climax . . . Delightful singing of tuneful ballads. . . Big box-office attraction for the popular showman."

From another part of the world where Pathé pictures are packing them in comes an interesting item concerning "The King of Kings." This mighty epic will be shown in all the principal theatres of Mexico during Holy Week, and no less than fourteen prints, including sound and silent, will be used during that season. The Regis Theatre, where this biblical production was first shown in Mexico City two years ago at three pesos top, establishing a record not likely to be broken, will now play "The King of Kings" for ten days at One Peso; and the remaining houses of the same circuit will also show the picture for seven days each at high prices.

—CHARLES GARRETT.

Song Sketch Woven Around a Rice Poem

"Deep South" and "The Voice of the Sea" (formerly known as "Homing") are the last two Song Sketches to be produced by the Van Beuren Corporation.

"Deep South" is a story of the southland written around an original poem by Grantland Rice which has been set to music by the well known musical director Frank Black. The pictorial settings are laid in St. Augustine, Florida, and an enjoyable southland atmosphere has been created with not only the help of Mr. Rice's poem but with the well loved songs "Carry Me Back To Old Virginia" and Stephen Foster's immortal numbers, "My Old Kentucky Home" and "Way Down Upon the Swanne River."

James Stanley, baritone, and Lois Bennett, contralto, are featured.

Here is Grantland Rice's Poem:

"DEEP SOUTH"

Land where the roses climb the wall,
The sky is aflame,
Land of my dreams where south winds

call
And whisper your dear name,
When lonely hours come along,
All I can send is a song.

Deep South I hear the roses calling,
Deep South the mossed oaks sway and stir,

Down where I hear faint twilight calling
South winds take a song to be,
Blue sky and star dust scattered only
Through dreams where silver moonlight gleams,

Deep South just tell her that I'm lonely,
For her and you, Deep South,

"Voice of the Sea" was produced at Anastasia, Ireland, and Jacksonville, Florida, under the direction of Oscar Lund. In this Song Sketch, James Stanley, baritone, and Margaret Olson, contralto, play important parts and render the musical numbers.

The settings are in and around a cottage by the sea, a lonely lighthouse and a stately four masted sailing vessel. "Tid world beloved songs" "When The Bells Of The Lighthouse Ring Ding Dong" and "Duna" are the outstanding musical numbers.

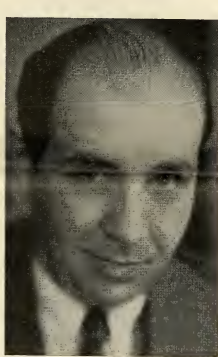
Mary Lewis Arrives

Mary Lewis, noted operatic soprano, arrived in New York from the West Coast, Friday, March 28th, on the advance Century. She will remain here about three



weeks during which she will fulfill her operatic engagements. At the close of the same Miss Lewis will return to Pathé's Culver City Studios to appear in a talking and singing picture based on her own life. E. B. Derr, executive vice-president in charge of production for Pathé, reports that the scenario for her first picture is virtually completed. It is being prepared by Lynn Riggs, noted young playwright who recently signed with Pathé.

Paul Stein Here



Paul Stein, famous Pathé director who easily rates a place among the ten best in the industry, visited at the Home Office Wednesday. Mr. Stein is on a short vacation that will include a visit to his native city of Berlin and to other European capitals. He will return in a few weeks for a busy season at Culver City under the Pathé banner. During the last in Pathé production Mr. Stein was loaned to United Artists and directed "Bride 66," with an all-star cast, and "One Romantic Night," with Lillian Gish.

A Good Slogan

Down in Philadelphia, Pathé has a salesman known as "The Flying Ginzburg." Ginz (E. Ginzburg) lets no grass grow under his feet and often he is so busy that he forgets to shave the stubble on that iron-willed chin.

The Philadelphia Flyer is highly appreciative of the thirty bucks paid down in the Strafe. He writes to Phil Reisman:

"I want to thank you very much for your check for \$30.00, prize money in the Strafe.

"It feels good to receive, but there is a better feeling in giving, and I want to assure you that I will continue to give my best efforts to the organization.

"My slogan is—

"AS LONG AS PRIZES ARE GIVEN, I SHALL CONTINUE TO WIN THEM."

ASSEMBLE CAST FOR "HOLIDAY" ANN HARDING'S NEXT FEATURE

CULVER CITY, CALIF., March 29.—Preparing for the return of Ann Harding from First National Studios, where she is portraying the title role in "The Girl of the Golden West," Pathé executives are assembling the cast for "Holiday," Miss Harding's next starring vehicle for this company. This sensational Broadway stage success by Philip Barry will go into screen production immediately the star returns to the Culver City Studio which, according to present plans, will be next week.



Mary Astor is the latest big name added to the cast of "Holiday." Miss Astor will play the second important feminine role. Monroe Owsley, who appeared in the original stage production of the play, has been brought to Los Angeles especially to play his role in the screen version. The third actor signed is William Holden, for many years one of the most capable and best known actors on the American stage. Negotiations are now under way for one of the most prominent leading men in pictures to play opposite Miss Harding.

"Holiday" will be in excellent directorial hands. Edward H. Griffith, who directed Miss Harding in "Paris Bound" and Constance Bennett in "Rich People," has the assignment. Horace Jackson is doing the adaptation and screen dialogue.

Alfred Green to Direct for Pathé

Another important announcement made this week by E. B. Derr, executive vice president in charge of production, is that Alfred E. Green, better known as just Al Green, one of the greatest directors in motion pictures, has been signed to make a picture for Pathé. What the story will be has not been made known.

Green has some of the biggest box-office successes in screen history to his credit. Recently he has been under contract to Warner Brothers, where he directed George Arliss in "Disraeli" and "The Green Goddess." He is now completing "Sweet Kitty Bellairs" for that company. Among Green's previous successes were "Is Zat So" and "Sally, Irene and Mary." There is a list of other hits accredited to him as long as your arm.

Daphne Pollard Comedy Completed

Bill Woolfenden and his comedy makers are still going full speed ahead. "America or Bust" is the latest two-reeler completed. It was delivered yesterday, with Daphne Pollard as the star, directed by Frank Davis.

"America or Bust" is a screen version of Miss Pollard's vaudeville starring skit, written by Paul Gerard Smith under the title "Everybody Welcome."

And, speaking of casts, how is this one for a two-reeler:

Tempe Pigott, who scored a personal triumph in "Seven Days Leave," with Gary Cooper and Beryl Mercer; Lee Schumway, one of the best known heavies in the business; Jimmy Aubrey, one of the most prominent names in screen comedy circles; Bobby Dunn, who was in "Officer O'Brien," Buster Slavin and Norma Leslie.

Pathé is not only clicking in comedy production, but the roster is producing comedies that will click at the box-office.

DONN MC ELWAIN.

English Educators

To See Our Films

One of the objectives of the Educational Department is the furthering of international good will and understanding in which motion pictures are a powerful agency.

At the biennial convention of the International Federation of Education Associations in Geneva last July a reel of Current Events from Pathé News was shown under the auspices of the Red Cross and received much favorable comment.

A number of prints of educational subjects have recently been sent to London in response to the demand of English educators for films to be shown in schools.

The National Museum of Canada has just contracted for prints of our Physical Geography Series, edited at Harvard. These subjects form the nucleus of a library of educational subjects which will be distributed by the Museum to educational institutions all over Canada.

**Who said it
Was in the air!**

The Sports Page For Sportlights

You know the sports editor of your local newspaper? If not, get acquainted and show them how the Sports Editor of the Denver Post mentions "Splashing Trough," on the Sports page.

Here is a re-print:—

SWIM PICTURE AT THE ALADDIN

A Grantland Rice Sportlight is being shown at the Aladdin Theatre this week. It is called "Splashing Thru." This talkie picture shows swimming at the different pools in Florida. Martha Norclius, former Olympic star and now a professional swimmer, gives a demonstration of the different strokes. The picture also shows different animals swimming, with underwater shots.

Chemists Speed Printing Time Of News Pictures in Colors

(Ed's note—The following article, written by Terry Ramsaye, appeared in last Sunday's New York Tribune. Mr. Ramsaye answers numerous questions on color in the Sound News. This reminds us that the technical experts of the Home Office will be glad at any time to answer through the Sun any questions pertaining to cameras, chemicals, prints and projection that may arise in the field. Fire even before you see the whites of their eyes.)

Two years ago, with the coming of sound, the entire technology of the motion picture was upset. A consequence of this upturn and disturbance has been a stirring of interest in color processes.

The best that color processes offer today differs but slightly in basic idea from the best color work shown in 1910.

Speed Essential for News Reels

News reels have to be shot on the wing and under any and all conditions. It is one thing to make a perfect color picture in the studio with all conditions controlled and quite another with the lighting, temperature and shooting time at the whim of the weather.

The next requirement for newsreel purposes is in the speed of processing or delivering finished prints. There are many excellent processes for this, assuming a good negative, satisfactory color print and a week in a week or ten days. For newsreel purposes color must be as fast as the standard black-and-white film processes in the laboratory.

Film Color-Sensitive

From this endeavor came the process which last week put the first actual color newsreel pictures on the screen. This we have christened "Pathe Colorature Process," with the hope that the name may also carry the implication of sound and voice.

The magic of the color is effected largely by the character of the film. There are, to be sure, some minor changes of mechanism, made necessary by one of the secrets of our process, but there are no filters prisms or kindred devices which clutter up the interiors of most color cameras.

The light-sensitive emulsions on the film are selectively color-sensitive to red and exposure is through a simple but highly corrected anastigmat lens system, which optically does not differ from the best lenses used in ordinary motion picture photography. The process has a kinship with all existing screen color systems in that it produces two color-separation negatives of the familiar green-blue and red-orange pairs which have been the basis of the beginning of color endeavors for the films.

Absolute Darkness Required

The negatives are developed in the ordinary chemicals used in motion picture work and by the usual methods, except that all the work is done in absolute darkness. This is made necessary by the extreme sensitivity of the emulsions. A few moments after the negatives have been immersed in the developing baths the ingredients of the emulsions which give them special sensitivity dissolve and leave what appears to be a pair of normal black-and-white negatives.

In the Pathe Sound News color cameras two methods of recording the sound are used. In one the sound is recorded on the blue-green sensitive negative of the color pair. In the more generally applied method, where the camera operates from the typical sound truck, the sound track is recorded on a separate negative, which is normally a positive film, running through the sound recorder. In many instances three or four cameras, including both color and black-and-white cameras, operate in synchronism from the same sound news camion.

Chemists Speed Printing

Upon the completion of development the film is subjected to the usual editorial treatment in the cutting and assembly rooms and goes thence to the coloratura printing machines for the making of the positives. In the making of prints again the problems have been solved in the main by the wizardry of the chemists. The secrets here are again in the make-up of the emulsions which are coated on the raw film stock. Two layers of light sensitive silver salts in gelatine are laid down on the nitro cellulose base, with a thin but opaque "curtain" of soluble dye between them.

One of the color negatives is printed on the top emulsion, in a typical film print. The negative of the motion film is then reversed and the image of the second color negative is printed on the lower emulsion, through the clear cellulose base—using either the contact or optical method of applying the image as special conditions may make most expedient.

The film goes through development to

Stops Traffic

Traffic Stopper A. M. Avery, Memphis Branch Manager, whose "Send Phil the



THE STYLES

Bill" suit has the other Memphis managers singing the "Memphis Blues."

"I am sorry that the entire Home Office personnel will not have the privilege of seeing me step down Main Street in full regalia," says Mr. Avery.

It's our loss, Ave, but "here's how" to the new outfit. Some what we'll give her the o. o. and we hope she's up to costs.

A Tonic

Stanley Jacques, Cincinnati Branch Manager, is sending showmen copies of a giant ad from the Cincinnati Post on "The Grand Parade" along with a snappy letter: "The Grand Parade" will act as a spring tonic to any theatre's box-office exhibitors everywhere, realizing that this is one of the best pictures of the year, are advertising it in a big way.

"If you have it under contract, step on it and obtain the results to which you are entitled. If you haven't bought this picture, let us know and we will make you an attractive price for your theatre."

bring up the latent images and is then submitted to bleaching and mordanting processes which impregnate the images with chemicals which have selective affinities for the red-orange and blue-green dyes that combine to give the color effects in the projected picture on the screen.

The significant fact is that the public wants sound, and, most likely, also color. Sound is now being abundantly supplied and shortly there will be plenty of color.

It is likely that as a result of the coming of color to the newsreel screen the costs of news films will be increased not less than 25 per cent.

From Guy Brown

to Bill Raynor

The Fables and Sportlights improve by release. I thought you would be pleased to know that upon arrival in Branch of prints of SKY SKIPPERS and GOOD OLD SCHOOL DAYS we arranged a screening for Publix-Saenger, with the result that we were the recipient of early playdates for both releases, GOOD OLD SCHOOL DAYS going into the Saenger, New Orleans leading theatre, and SKY SKIPPERS stepping into the Tudor, also a Publix house. We have not screened FOOLISH FOLLIES and are awaiting arrival of print on DIXIE DAYS, feeling we will meet with the same good fortune on these later releases.

It seems to be a universal opinion by everyone who has seen THE FELINE FIGHTER that this is probably the most outstanding reel of its kind ever made. This subject played the Orpheum Theatre in conjunction with THE GRAND PARADE and the Newspaper Critics who reviewed the opening show gave special notice to the Spotlight.

SLASHING THROUGH looked so good to the Publix-Saenger screening committee they wanted to book it in a New Orleans first-run house, but as it so happened this unit was under contract with the Orpheum and we had to deny Publix-Saenger the privilege.

We are proud to sell reels of this kind and I wanted you to know about it.

Just Received



Latest and greatest photo of Harry Ludwyt, San Francisco cashier, who swung on the golden gate in the Gold Rush. Harry was champion in the first half of the contest, winning \$100 as the all-Pathe currency garnerer.

Percentage of Sales to Quota

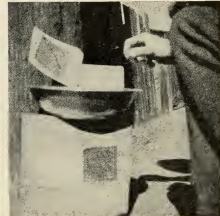
As of March 28, 1930

Percentage of Billings to Quota

As of March 21, 1930

Features		Two-Reel Comedies		All Other Shorts		News	
Branch	Percentage	Branch	Percentage	Branch	Percentage	Branch	Percentage
1 Albany	88.4	1 Albany	91.7	1 Albany	63.8	1 Albany	61.7
3 Boston	91.7	3 Boston	70.5	3 Boston	56.6	3 Boston	55.7
19 New Haven	68.4	19 New Haven	81.4	19 New Haven	58.4	19 New Haven	59.0
24 Philadelphia	66.6	24 Philadelphia	80.5	24 Philadelphia	53.1	24 Philadelphia	56.3
25 Pittsburgh	77.8	25 Pittsburgh	89.5	25 Pittsburgh	53.9	25 Pittsburgh	60.6
31 Washington	55.5	31 Washington	81.6	31 Washington	59.2	31 Washington	57.3
Eastern Division		Eastern Division		Eastern Division		Eastern Division	
4 Buffalo	93.6	4 Buffalo	79.9	4 Buffalo	54.7	4 Buffalo	62.6
7 Cincinnati	74.8	7 Cincinnati	65.3	7 Cincinnati	55.3	7 Cincinnati	55.0
8 Cleveland	59.5	8 Cleveland	64.2	8 Cleveland	57.1	8 Cleveland	56.0
13 Indianapolis	77.9	13 Indianapolis	78.5	13 Indianapolis	50.4	13 Indianapolis	52.3
27 St. Louis	89.4	27 St. Louis	74.4	27 St. Louis	61.4	27 St. Louis	62.0
Central Division		Central Division		Central Division		Central Division	
2 Atlanta	53.8	2 Atlanta	73.6	2 Atlanta	54.4	2 Atlanta	55.8
6 Charlotte	46.9	6 Charlotte	69.1	6 Charlotte	59.2	6 Charlotte	65.8
9 Dallas	96.7	9 Dallas	84.3	9 Dallas	42.8	9 Dallas	57.2
16 Memphis	63.6	16 Memphis	74.2	16 Memphis	34.3	16 Memphis	55.0
20 New Orleans	51.6	20 New Orleans	80.1	20 New Orleans	43.1	20 New Orleans	56.6
22 Oklahoma City	83.3	22 Oklahoma City	95.4	22 Oklahoma City	47.8	22 Oklahoma City	62.2
Southern Division		Southern Division		Southern Division		Southern Division	
6 Chicago	72.7	6 Chicago	79.5	6 Chicago	49.2	6 Chicago	60.0
11 Des Moines	125.9	11 Des Moines	114.9	11 Des Moines	48.2	11 Des Moines	48.9
12 Detroit	73.1	12 Detroit	76.7	12 Detroit	57.2	12 Detroit	69.5
14 Kansas City	73.5	14 Kansas City	49.3	14 Kansas City	48.8	14 Kansas City	61.7
17 Milwaukee	103.0	17 Milwaukee	96.9	17 Milwaukee	47.8	17 Milwaukee	57.2
18 Minneapolis	106.2	18 Minneapolis	96.6	18 Minneapolis	53.1	18 Minneapolis	63.3
23 Omaha	104.2	23 Omaha	92.7	23 Omaha	65.8	23 Omaha	78.4
Midwestern Division		Midwestern Division		Midwestern Division		Midwestern Division	
10 Denver	59.2	10 Denver	64.9	10 Denver	46.1	10 Denver	62.5
15 Los Angeles	73.9	15 Los Angeles	72.1	15 Los Angeles	57.6	15 Los Angeles	61.5
26 Portland	85.1	26 Portland	86.6	26 Portland	59.3	26 Portland	60.2
28 Salt Lake City	84.9	28 Salt Lake City	73.2	28 Salt Lake City	47.8	28 Salt Lake City	55.7
29 San Francisco	91.3	29 San Francisco	66.4	29 San Francisco	39.2	29 San Francisco	57.3
30 Seattle	87.6	30 Seattle	75.0	30 Seattle	58.9	30 Seattle	64.6
Western Division		Western Division		Western Division		Western Division	
80.8		75.0		61.1		59.5	

Something New in Film Cases



"The above is a picture of an original single reel film case just as it came back to us from Antonita, Colorado," says Berta Sprule, Denver. "Mr. Exhibitor found himself up against it when he discovered that he had failed to return to us the last reel of 'Her Private Affair.' He did not have a single reel shipping case but he had ingenuity and promptly popped down to the five-and-ten and bought himself a tin wash pan, found the cover of a cooking pot and soldered it together and in came the reel. Andy (Scotch name) is already making use of the empty basin."

Pathé Sun

Published Weekly at
35 West 45th Street
New York City

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A CLICKER



Young Rutgers Nelson, whose Dad is the big carry-em-home-at-night man of the Tenth, visits H. O. and tickles keys to the tune of a new ribbon. He put up a terrific battle for the Swing High acrobat until the Old Man promised to take him to the circus.

George Roman counts the days until June 1st and the old surplus as he swings high around the furniture emporiums looking for bargains. "First payment is the hardest," says George, as he sinks a put for a hundred.

Sol Lasser takes it (April 1) hook, line, sinker and bait. Sol does the goose step to a bank after receiving call that all was not well with the balance. When they checked and double checked and Sol looked up at a calendar came the dawn.

We demand a public apology from ye Ed for the criticism on Chas. K. Ulrich's works, having just completed reading "The Wolf of Purple Canyon," do not miss a chance to read a real live book, written by our Champ Press Sheet Editor. If the Sun refuses to apologize, we will ask Mr. Ulrich to revive The Wolf and see that justice is meted out as only The Wolf can administer it.

We welcome Bruce Campbell back into our fold again, writes Berta Sparks, Denver. Bruce is our Assistant Book and handles the Sales Control. Watch Denver's advance tapes with Andy and Bruce on the Job.

We are mighty glad that Mr. Frisco, our Branch Manager, who has been confined to his home for the past week with mumps, has got back on the job again, writes Selma Martin. We are also happy to say that Mr. Leuchan, our Office A Salesman, has returned to the office after several weeks of illness.

LOVELY



After a lengthy persistence, we finally induced Nancy Danzilio, our New Haven Correspondent, to submit her photograph to us. Why Nancy hesitated so long a time is behind us and we are sure most everyone who will see Nancy's picture in the Sun will agree that Nancy is one of Pathe's outstanding pretties. Unless, of course, the fear of these mysterious numbers that have been flung about in the Sun recently . . . or perhaps Bill Cuddy can explain the reason.

TWELFTH KNIGHTS—AND LADIES

"Synk or swim" is Jim Pozzi's new motto for the Sound Cutting Center.

Beverly Jones is no relative of Davy Jones but he has a locker.

Pathe boxes the compass—even on vacation. Ethel Walters will be Bermuda bound this summer and Helene Thompson will explore Newfoundland.

Bessie Halvorsen does not indulge in Swedish exercises. What's in a name?

Lucille Hall declares that gentlemen do not prefer blondes because they are light-headed.

John Michon announces that people who call Jersey the Mosquito State deserve to get stung. Jack McCarron seconds the motion.

"Scoop" Lumiere has not yet revealed whether he considers college degrees Fahrenheit or Centigrade.

Viola Kelly, Helen Goodbody and Martha Schwartz, the 13th Floradora trio, are going to add P. S. to their names. They say it stands for Professor of Sound.

Mary White considers the weaker sex those lads who lean against office doors instead of being self-supporting.

Mr. Pathe nominates for the Rogue's gallery: Cameramen with one-track minds—all sound and no picture.

B. K.

The ladies came through in glorious style; they won their second competitive match this season, defeating a two man team from Horn and Hartart and receiving for their efforts a good box of candy.

Who Is It?



"JOE" GRAHAM'S GO GETTERS

Here's the official batting order of "Joe" Graham's Indianapolis Club. All go-getters too. All on the job and all for good old Siwash from beginning to end. Great bunch. Look 'em over:

H. D. Graham Manager
G. L. Levy Salesman, Block A
A. W. Carriek Salesman, Block B
Nicholas Humm Booker
H. A. Calloway Asst. Book & Salesman
Florence Rupp Sales Control
Ruth Dunn Manager's Steno
Helen Summers Biller
Dorothy Wright Cashier
Norma Geraghty Asst. Cashier

AND IT'S NO JOKE

Bill Callaway, Southern Division Manager, was almost fooled April 1st. Evening had come and it hadn't dawned on Bill that he was a year older. He opened a telegram and got the news from Mrs. Callaway. "We asked Bill how old he was and he said, 'one year older and it's no joke.'"

KATHRYN KEAN KALLS

Kathryn Kean, Sun Correspondent for Pittsburgh when she isn't panning gravel for Ed Ballentine's Gold Rush (Kathryn is also Branch Kastler), visited the Home Office Saturday and was shown around the building by Branch Auditor Ed Helouts. Kathryn was once a publicity addit herself, but reformed about a year ago when she joined Pathe. She promised to send the Sun a picture and to make a longer stay at the H. O. on her next visit to New York.

We note with great interest that the noble game of checkers is being perpetrated with great zeal in other exchanges.

OUR CHAMPION, J. Russell Hildebrand, Feature Bookie, holds the fur-lined cup for supreme mastery in the art of Playin' Checkers; and is therefore issuing challenge to E. SOLOMON SULLIVAN for a contest game, writes P. Abell, Washington. If no suitable meeting place can be agreed upon, Mr. Hildebrand will play by letter—Kindly R.S.V.P. at an early date, Mr. J. R. Hildebrand, Washington, D. C.

We want to congratulate Tommy Baltzell upon his gift of mittens from the Governor of Mass. We also feel that what the Gov. of North Carolina said to the Gov. of South Carolina was more eloquent and tasty.

Deep Sea Artists



Once upon many times there were two artists who gathered their paraphernalia with firm intent of going far into the hinterland to sketch mother nature. These boys had their troubles in getting themselves worked up to the proper mood, which is two more reasons for there being 32,000 speakieses in New York. That they seldom reached their objective may be laid to the vagaries of artistic minds. Anyway it has nothing to do with this story.

Les Packard and Al Bogart are already studying the tide and moon preparatory to heading to the twelve-mile limit where few of the funny boys are asleep in the deep. Les and Al swing a mean spoon on land, sea or in the air. If the two don't come in with a load there ain't no justice. Hip, Ahoy!

Loggers' Paradise



Special Representative Sedin plans to take over Niagara Falls for the loggers. Haunting from Omaha, the biggest body of water Sedin had ever seen was Pig Run Creek, a frog pond on the outskirts of the City.

There is some dispute as to whether Sedin has one of the new germ proof cigarette holders or whether it is a pen holder which he forgot to remove before leaving the Buffalo Exchange.

On the right is a refreshment parlor where "soda" jerkers can see an American tonight. Right after this photo was taken, Elmer tried Canada's famous sparkling water.

Swings High



Western Division Manager Herb MacIntyre in front of the Denver Exchange, where Berta Spark, our Correspondent, clicked the lens on the Pathe sales star. Mac has a far-flung territory that reaches from the mountains to the sea but he's right at home in any altitude.

Accessory Ace



At the Atlantic City sales convention last summer, Bob MacIntyre carried away the oratorical honors on ways and means of selling accessories. Bob evidently practices what he preaches, for his advertising salesman, Jo Salmeri, swung high for Strafe Rogers. Through a Frank Merriwell finish, Jo won over Smith, San Francisco, by a propeller blade.

Paul Cassell Poster Clerk
Thelma Smith Tel. Op. & Gen. Clerk
Horace Spencer Shipper
Pauline Searcy Head Inspector
Paul Franklin Inspector
Nettie Jean Inspector
Betty Larrimore Inspector
Elwena Wylie Inspector
Blanche Mack Inspector

COVER OF INDUSTRY'S GREATEST PRESS BOOK



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